



THERE'S MO PLACE LIKE MADAME TUSSAUDS LONDON

Madame Tussauds London reveals upcoming figure of world-renowned footballer, Mo Salah

23 JANUARY 2020: Madame Tussauds London has today revealed plans for the first ever figure of international football superstar, Mo Salah, to join the squad later this year.

Widely regarded as one of the best players in the world, the international superstar and fan favourite took time out of his busy schedule to attend a sitting with Madame Tussauds artists where hundreds of precise measurements and reference photographs were taken. Mo and his team will continue to work collaboratively with the attraction throughout the creation of his likeness.

Mo Salah said: "I am so excited to be working with the artists of Madame Tussauds on my first ever figure."

Fans around the globe can be certain that the big reveal will be *Mo*-mentous, with the Premiere League goal-scoring record-holder due to be unveiled later this year.

Steve Davies, General Manager at Madame Tussauds London, said: "We're kicking off 2020 with this announcement which is sure to be a crowd-pleaser for football lovers around the world. As Egyptian Forward and currently both European and World Club Champion with Liverpool FC, Mo Salah is a global star at the peak of his power. We know that fans will love seeing him at the home of celebrity, where he rightly belongs."

Fans should keep an eye on Madame Tussauds London's social channels over the coming months for more news on Mo's much-awaited arrival.

Ends

Ticket prices for standard entry to Madame Tussauds London start from £29.00 online. To pre-book online, visit www.madame-tussauds.com/London

Twitter: @MadameTussauds

Instagram: @madametussauds

Facebook: @madametussaudslondon

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Notes to editors:

Madame Tussauds London and Merlin Entertainments plc

Madame Tussauds London

MADAME TUSSAUDS - Welcoming a fabulous 10 million guests through our world-famous doors every year, Madame Tussauds gives you the chance to experience the ULTIMATE fame experience.

We have over 24 unique locations around the globe, from New York to Shanghai, Amsterdam to Sydney - and of course London, where the story began. Throughout our 250+ year history, Madame Tussauds has brought to life thousands of celebs, stars and heroes - in mind-blowingly accurate detail – giving visitors the opportunity to brush shoulders with their idols and LITERALLY reach for the stars!

Truly immerse yourself in our famous worlds and get a taste of life of the rich and famous, as in 2019, the opportunity to *become the star* continues! Through a combination of our historic artistic methods (that date back centuries, by the way!), immersive sets and pioneering modern tech - guests can experience fame and get closer to the action like never before...

At Madame Tussauds London, guests can get up close and personal with more than 250 lifelike figures of today's biggest stars; experience what it's like to be a member of the Royal Family; take a time-travelling taxi ride through 400 years of amazing London history; enjoy the exclusive Marvel Super Heroes 4D movie experience; and come face-to-face with 18 of the biggest heroes and villains from the Star Wars universe in 12 scenes recreating some of the most iconic moments in film history.

Welcome to the Stage.

Welcome to the Spotlight.

Welcome to Madame Tussauds - it's where stars are made!

Madame Tussauds London is located next to Baker Street tube station and open seven days a week – opening times vary, check the website for details before visiting, www.madametussauds.com/london

About Merlin Entertainments plc

Merlin Entertainments plc is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 130 attractions, 19 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its 67 million guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its c.28,000 employees (peak season).

See www.merlinentertainments.biz for more information and follow on Twitter @MerlinEntsNews.